A How-To Guide: Tracking LMI Customers and Their Satisfaction

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Tracking Customers and requests

- Web visits: WebTrends software
- Phone requests: Customer database
- Email requests: Summarize from email account
- Mailing and email lists: Mailing and email database
- Presentations and Trainings: Tallied by analysts

Tracking Web Visits

- Use WebTrends
- Least specific information
    - Do not know who
    - Know something about what
- WebTrends reports are less than clear

Tracking Email & Phone Requests

- Email requests are easy to track as long as they are saved.

- May also implement a short customer feedback survey as a follow-up to email. Cheap and easy way to gather customer satisfaction info

- Phone requests are more difficult to track. Our database administrator developed a customer database for us and analysts are supposed to track customer requests and input or have clerical staff input these requests.

Tracking Email & Snail-Mail Lists

- Self-subscription email list currently gives us no info beyond an email. Our new tool which is under development will provide opportunity for customers to provide more info about themselves.

- Mailing list provides a lot of customer info and we periodically call all these customers to be sure they still want to be on the lists.

Tracking Presentations & Trainings

- Info is reported by analysts, mostly from calendars and memory.
- Customer satisfaction is compiled when collected (e.g. trainings).

Measuring Customer Satisfaction

- Main survey is agency wide telephone survey of stratified random sample of Workforce Services customers (job seekers and employers).
  - Findings have more credibility because the survey is not implemented by LMI Office
  - Consistency across agency

Customer Satisfaction II

- Specialized surveys that we have conducted with varying success:
    - Website customer feedback survey: 0 responses in last 6 years.
    - Publication satisfaction surveys
        - Some success including a mail-back survey in our publications (15-30 responses on average)
        - More success with Zoomerang survey (150-250 responses)

Final Thoughts

- Make it easy to track
  - Do not duplicate efforts. Use/modify systems you already have in place.
  - Make customer tracking easy for your analysts. You'll get better and more consistent compliance.
  - Use technology. Web tracking software, customer mailing databases, an email account for customer requests and email list software
- Let someone else measure overall customer satisfaction for you for credibility
- Publish your findings for all to see.